

### REMARKS

The present application includes claims 76-78, 114-117, 136-55 and 158-164. Claims 156-157 were cancelled and claims 158-164 are new. Claim 136 was amended following the rejection in the office action, as discussed below. Claims 76-78, 137-142 and 145-155 were amended for clarity and/or to match the amended language of claim 136. New claims 158-159 find support throughout the application. Claim 160 finds support at least on page 31, line 10. Claim 161 finds support at least on page 5, line 13. Claim 162 finds support at least on page 25, line 29 and/or page 30, lines 18-22. Claim 163 finds support at least on pages 18-20. Claim 164 finds support at least on page 25, lines 5-9.

The title was rejected as being non-descriptive. In response, the title was amended to make it more descriptive.

Claims 76-78, 114-117 and 136-157 stand rejected under 35 USC 102(e) as being anticipated by Gerace (US patent 5,848,396).

Applicants amended claim 136 to require that the user profile is provided to the site by an entity not associated with the site. This amendment finds support at least in the description of Fig. 2, for example on pages 21-22.

Claim 136 was further amended to relate to a single request to a site rather than to a plurality of requests. This amendment broadens the claim.

In contrast to that required by claim 136, in Gerace, program 31 generates and displays current agate information (Col. 4, lines 9-10) and also creates a user profile (Col. 4, lines 22-23). Applicants did not find any suggestion in Gerace that the user profile could be provided to the site from an entity not associated with the site.

The dependent claims are allowable at least because they depend on an allowable claim. Nonetheless, at least some of the claims add patentability over Gerace.

Claim 117, for example, requires modifying a display format of a browser of the client. This is not taught or suggested by Gerace, which relates to changing the data displayed by the browser and not the browser itself. For example, col. 13, lines 47-49, of Gerace, relates to an HTML document, which is clearly the data and not the browser itself. An example of modifying a display format of the browser appears in the present application on page 3, lines 31-34. The portions of Gerace referred to by the Examiner (fig. 4a, col. 14 and col. 16), relate to data and not the browser. For example, "home page 43" in Gerace is web page data and not a format of the browser.

Claim 138, for example, requires tracking at a computer from which the user accesses the Internet. In Gerace, in contrast, the tracking is performed by a "user profiling member 73", which is on an opposite side of web server 27 from the user (Fig. 2).

Claim 158, for example, requires responding by a plurality of separate sites with a display format adapted using a single user profile. This is not taught or suggested by Gerace, which relates to using a user profile for a single site.


Claim 164, for example, requires that the tracking is performed at a tracking computer which tracks access to a plurality of different unrelated web sites. Gerace, in contrast, tracks access to a single site, which is the site that is modified.

Claims 156 and 157 were cancelled, in order to focus the application on a single independent claim.

Applicants further point out that an Information Disclosure Statement including 1 page 1449 Form was filed on May 11, 2004. The form was never returned to applicants initialed by the Examiner. Applicants are resubmitting the form herewith and respectfully request that the items listed thereon be initialed by the Examiner to ensure that they appear on the face of the patent issuing on the present application. Applicants assume that the art has already been considered by the Examiner in accordance with MPEP §1893.03.

In view of the above remarks, applicants submit that the claims are patentable over the prior art. Allowance of the application is respectfully awaited. If, however, the Examiner is not convinced and the Examiner is of the opinion that a telephone conversation may forward the present application toward allowance, applicants respectfully request that the Examiner call the undersigned at 1 (877) 428-5468. Please note that this is a direct *toll free* number in the US that is answered in the undersigned's Israel office. Israel is 7 hours ahead of Washington.

Respectfully submitted,  
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